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AMERICAN REVOLUTION BICENTENNIAL

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POLICY STATEMENT OF THE SOUTH CAROLINA ARBC

"Goals and Programs"

This statement of policy by the South Carolina American Revolution Bicentennial Commission should not be constructed as final or inflexible. The Commission to be successful must be imaginative, businesslike, open minded, having the support and involvement of the general public, interested individuals and organizations.

Purpose

The purpose is clear, to provide a meaningful Bicentennial of the American Revolution for the People of South Carolina.

Legislature

Legislature provides that appropriations will be made through the existing Departments of Parks, Recreation and Tourism and Archives and History. The Executive Secretary of the Commission shall be the Director of the Department of Parks, Recreation and Tourism and the Deputy Executive Secretary shall be the Director of the Department of Archives and History. Administrative work of the Commission shall be assigned to a Bicentennial Coordinator who will expedite and coordinate Commission operations.

Goals

To make all citizens of South Carolina aware of their State's heritage and make American people aware of the part played by South Carolina in the founding of the nation.

To encourage people to visit South Carolina's Revolutionary sites and encourage the traveling public to visit South Carolina during and after the Bicentennial Era.

To work for the establishment of the ideals of the American Revolution in every day life in South Carolina and the United States.

These three concepts are expressed by the National American Revolution Bicentennial Commission as "Heritage", "Open House", and "Horizons".

Executive Board

The Executive Board of the Commission shall consist of the Chairman and Vice-Chairman of the Commission, the Chairman of the Department of Parks, Recreation and Tourism or his designee, the Chairman of the Department of Archives and History or his designee, and one member from the Commission.

The Executive Committee shall work toward the successful completion of the Commission's mission.

Meetings

The Commission shall establish as soon as practical, regular meeting schedules for its membership. Periodically, the Commission should invite the Board of the Departments of Parks, Recreation and Tourism and the Department of Archives and History to meet jointly with the Commission to discuss mutual goals and programs dealing with the Bicentennial Era. The knowledge and experience of the two Boards will be of great value to the Commission.

Commemorative Stamps

The United States Post Office Department will issue commemorative stamps dealing with subjects of the American Revolutionary period. The South Carolina Bicentennial Commission has recommended a stamp honoring General Francis Marion - "The Swamp Fox" - one of the state's "Folk Heroes".

Historic Sites

The State of South Carolina has many historic sites dealing with the Revolutionary Period. Efforts in the past to preserve, restore and properly preserve our historic sites has not always been adequate. During the Bicentennial Era there is much to be done at the Federal, State and local levels. The Commission, working through proper channels will encourage the Federal government to develop many of the important battlefields in the State having significance for all American citizens.

On the state level, the Commission will encourage the development of historic sites through supporting in any practical way, local initiative and effort.

The development of any historic site or the restoration of any building will be a matter of policy study, the importance of the site, its significance to the state and nation, possible uses and anticipated cost. Local effort will be encouraged, contributions will be encouraged to minimize costs. Where applicable, federal matching funds will be sought.

Commemorative Medals and Other Objects

The Commission, as a matter of policy will not endorse any commemorative medals, plates or other objects unless such is a quality item and will help the Commission in the performance of its mission. Financial remuneration will not be a controlling factor. It will also be the policy of the Commission not to appoint any organization as an exclusive representative of the Commission. The Commission does not plan to engage in the sale of individual items.

Television, Radio and Motion Pictures

The Commission will cooperate with the South Carolina Educational Television Commission and commercial television stations throughout the state to encourage the production and showing of programs having Bicentennial significance.

Certain film productions can be available to Civic and Service organizations for showing.

Creative and Performing Arts

The Commission in cooperation with the South Carolina Arts Council will encourage meaningful Bicentennial activities in the fields of the creative and performing arts. The Commission with the Arts Council, plans to encourage the development of the talent primarily in South Carolina.

Visual Displays

Existing parks and centers under the jurisdiction of the Department of Parks, Recreation and Tourism will be asked to present displays relating to South Carolina Revolutionary history. Regional and local museums will be asked to develop suitable historic displays. Consideration will be given to a portable display of historic nature to be taken around the state, especially to the grade schools.

Books and Publications

The University of South Carolina, the Department of Parks, Recreation and Tourism and the Department of Archives and History will seek to encourage and develop an effective publication program. This work will have the encouragement of the Commission insofar as may be practical.

Maps, Historic Trails and Auto Tags

The Departments of Archives and History and Parks, Recreation and Tourism will continue their close working relations with the South Carolina Highway Department making use of the Welcome Centers and auto tags as a means of keeping the Bicentennial program before the traveling public.

The Historic Trails program being created by the Department of Archives and History will have increasing impact on the public as they seek to learn more about South Carolina's heritage. With the cooperation of the Highway Department, it is hoped that a practical license tag, tab or Bicentennial logo can appear on South Carolina cars and other vehicles beginning with 1974 issues.

Historic Markers

During the Bicentennial Era, the Commission hopes through the Department of Archives and History to properly mark all important Revolutionary battle sites in South Carolina.

Conclusion

Programs listed are given to indicate the general field of interest in which the Commission feels that meaningful programs can be created. The final criterion will be whether the programs are feasible and help to make the Bicentennial of the American Revolution in South Carolina a success.

COMMUNITY GUIDELINES BICENTENNIAL PLANNING

The Bicentennial Committee of a city or town should, after due consideration, and upon recommendation of a citizen's committee, be appointed by the Mayor or City Manager, or both.

This Committee should include representation from all phases of the community's life:

- The communication medias
- Trade and professional organizations
- Education (all levels)
- Chamber of Commerce
- Ministerial Associations
- Civic, Service, Cultural and Historical Associations
- Armed Forces, National Guard and Regular
- Two elected city officials.

Effort should be made to balance the Committee's membership as to age, sex and race.

Goals. Goals adopted should reflect the National ARBC recommendation -- "Heritage," (projects tied to the community's history), "Festival," (projects that will attract people from everywhere), "Horizons," (projects that provide the future). Planning should reflect one or more of these themes.

When goals are formulated, a resolution should be passed by the city government and then submitted for official approval to the South Carolina American Revolution Bicentennial Commission for their endorsement of the project or projects.

Permanence. At least one Bicentennial project should be permanent in nature. Something to enrich both the community and the Nation.

Planning. All planning should be aimed toward providing participation by all citizens in the community and immediate area so that all may share in the Nation's 200th Anniversary.

Planning and finalizing should inspire a quality of excellence from the individual and the collective population.

Where a city's area includes satellite communities, these should be invited to have representation on the committees developed for action.

"The Bicentennial is of and by the People."

PRINCIPLES AND PHASES OF GOAL SETTING AND
ACHIEVING PROGRAMS

for
Local
South Carolina American Revolution Bicentennial Commissions
May 23, 1972

A. Principles.

A study of goals programs in cities of varying sizes and in different parts of the country shows that the more successful programs have common characteristics based on common principles. In summary form these may be stated:

1. Leaders should initiate and Guide the Program. The leadership of the locality--government officials; businessmen; industrialists; religious, educational, other professional and labor leaders--should initiate the program and serve as its policy board. These leaders must be willing to do more than lend their names--they must devote time and effort to the program, visible and continuously.
2. Representative Citizen Groups Should Prepare Proposed Goals. Proposed goals should be prepared by citizen groups selected to assure that the various points of view as to what constitutes a good society are represented.
3. Citizens in as Large Numbers as Possible Should Determine the Goals. Goals should be determined not by the few but by as many citizens as can be enlisted from all walks of life. Involvement of young people should be stressed. Participation will not occur automatically, but must be actively sought. Every person should be assured that his views will be given consideration and care must be taken toward this end, lest the goals be a fabric of the wishes or the vested interests of a few. A goals program opens new avenues for origination of action in the community, and local leaders must support the process of decision-making by the people.
4. Goals Should be Determined by Consensus of the Citizens. Unanimity should not be expected as citizens decide on goals for their community and ways to achieve them.
5. Action Agency Heads Should Help Set Goals. Heads of institutions which will have ultimate responsibility for actions to achieve goals should be involved participants in the goal setting process.
6. A Goals Program Should Be Non-Partisan, Non-Political, and Independent. It should not be associated with any partisan organization, governmental or private.
7. The Essence of a Goals Program Should be Candor. There should be no subterfuge, no hidden motives. For example, a goals program should not be used to defer consideration of or action on obvious, well-understood, immediate needs.

8. Goals Should Be All-Inclusive. The goals should cover all subjects--physical, social and economic--governmental and non-governmental. The goals should not be designated for a particular group, nor should they be artificially constrained by geographic limits. It is the welfare of all the people, not of a legal entity, that is at stake.
9. Goals Should Be Imaginative, yet Realistic and Cover the Short, Intermediate, and Long Range. The people should be encouraged at the outset to envision great, ambitious aims. But the aims must be achievable. The realities of community life will suggest goals ranging from short range to long term. If the goals are ambitious, their cost will exceed immediate resources. Some goals will require great expense and sacrifice; others may cost little or nothing. Problems long in the making should not be expected to yield to instant solutions. In setting goals, it is necessary to understand this but not to be inhibited by it.
10. Schedules and Responsibilities for Achieving Each Goal Should Be Spelled Out. It is essential that the schedules for achieving each goal should identify the major steps to be taken, a timetable for the steps and the organization(s) responsible for each step. Agreement on the schedules should be sought from organization leaders before publication.
11. Progress Toward the Goals Should Be Assessed Regularly and Reported to the People. Once goals are established and the ways to achieve them have been determined, an objective system should be instituted for checking on progress toward each goal, with regular reports to be made to the community.
12. Goals Should Be Revised Frequently to Reflect Changed Circumstances. Goals are seldom, if ever, permanently fixed. Consequently, there is a need to review them regularly and frequently to keep them current and responsive to change. In the same way, plans for achieving goals must have sufficient flexibility to be adaptable to new and different needs and desires.
13. A Goals Program Should Be an On-Going, Long-Term Endeavor. There are no short cuts to success. Time is needed to inform people about the program, to make certain they understand it and for the participants to become interested and involved.

B. Phases.

While many variations in organization and methodology were noted among on-going goals programs, virtually all of them entail three phases.

Phase One. Setting Goals. Because of the time required to organize the program, get people involved, and communicate and deliberate, this phase ordinarily requires about a year and involves:

- preparation of position papers or essays, one for each subject for which goals are to be set, e.g., health, education, transportation, etc. These papers should be written if possible by people intimately acquainted with local conditions and should describe

- local problems and opportunities, emphasizing both strengths and weaknesses. Essentially, each essay is an inventory of the status quo in its category.
- development of proposed goals for each subject by a representative group of citizens.
- review of the proposed goals by as many citizens as possible in neighborhood or town meetings.
- revision of the proposed goals by a representative group appointed to consider the comments made at the meetings and construct syntheses of all views to express consensus.

Phase Two. Achieving Goals. This stage formally begins immediately after Phase One. It includes the determination of:

- major steps to achieve each goal.
- organizations, both public and private, which should take the steps.
- a time schedule for the major steps.
- work already underway on each goal.
- estimated costs, if practicable.
- estimated time scale to achieve each goal.
- priorities among the goals.
- estimated community and support resources available for goal achievement.

Proposals covering the above-listed points should be prepared by committees comprised of citizens selected to include a wide range of viewpoints and leaders of organizations to be involved in achieving the goals.

The proposed goals should be reviewed by the people of the community in neighborhood or town meetings. While the aim in the reviewing process should be to involve as many citizens as possible, this is not recommended on proposals for achieving the goals, which involve estimated costs, schedules, and priorities. It has been found that people can and will respond intelligently and in large numbers to requests for comments on suggested goals, but it is extremely difficult to obtain widespread and informed reactions to the sometimes complex and technical proposals for their achievement. Consequently, reactions should be sought from relatively small but representative task forces of citizens who will be able to devote the time needed to study and then react to suggested ways to attain goals.

After citizen review, the proposals should be revised, taking careful account of the comments received. The cost estimates, schedules, and priorities established by the task forces should be transmitted to leaders of appropriate organizations with final responsibility for preparation of alternative and optimal plans, with implementation to follow.

A system of regular checks on progress should be instituted. This should be done by small, representative committees which would confer periodically with leaders of organizations involved with implementation and accomplishment. Progress reports on each goal should be made to the people of the community by these committees at least once a year.

Phase Three. Revising and Updating Goals. Every few years the goals and the schedules for their achievement should be reviewed and revised to reflect changed circumstances. The technique for accomplishing this would parallel those described above for phases one and two.

IDEAS FOR BICENTENNIAL PROGRAMS

The Bicentennial Era, 1971-83, can be a motivating force in encouraging and stimulating interest in preserving our heritage and learning more about our forefathers. 1976 is the 200th anniversary of the founding of our nation, and every citizen can participate. Every community in all the 50 states can have its own commemoration. The following program suggestions are only a sample of the many that could be adopted. Use them as guidelines for local programs of your own.

1. Interest local historical groups in conducting an architectural survey of significant community properties: sites, buildings, structures, objects and districts.
2. Preserve a historic building in your community and put it to new adaptive uses.
3. Launch fund-raising drives, such as costume balls where guests come dressed as one of their ancestors.
4. Conduct oral history programs to tape record the reminiscences of older members of the community.
5. Encourage civic organizations and schools to show films on historic preservation and related subjects.
6. Suggest that local theater groups put on original plays with historical themes for the Bicentennial. Historic community events would make the best material, and the plays could be aimed at children as well as adults. Remember that a recent popular Broadway musical was based on the events of 1776.
7. Conduct walking tours (or bicycling or boat tours) of historic places and homes. Chartered air tours are also a possibility. Guides make or break a tour; make sure they are well-informed, flexible and enthusiastic. Consider a box lunch at one of the historic sites.
8. Feature foods made from early recipes and with homegrown ingredients at county fairs and church bazaars. Natural food stores sell foods grown and processed in the pre-industrial way.
9. Organize loan exhibits at historic property museums. Articles that emphasize the history of the community should be solicited from local citizens. Print a catalogue for the exhibit, listing items and owners' names. Donations are often forthcoming as a result of this kind of effort.
10. Propose that local art museums or art groups launch competitions of paintings related to the founding of the nation. Initiate poster contests as well and use the best ones as store window displays.

11. Organize exhibits of early industrial and engineering accomplishments. Use the early modes of transportation to give a yesteryear feeling to the event.

12. Encourage local libraries to set aside areas for materials relevant to the local celebration of the Bicentennial. Initiate a search of neighborhood attics for old photographs and ask the library to display them. Invite people to display scrapbooks that show the evolution of the community.

13. Set up community craft workshops to encourage young and old alike to recapture pride in handmade work. Try weaving, rug braiding, quilting, rug hooking, needlepoint, ceramics, painting, wood-carving.

14. Encourage garden clubs to landscape historic sites or restore early gardens for the Bicentennial. Suggest that members contribute flower arrangements to historic property museums, compatible with the period of the landmark and using appropriate containers. This might develop into a workshop for 1976.

15. Encourage local Chambers of Commerce to publish brochures focusing on community history and historic landmark for the Bicentennial. It will be good business to publicize a town's historical significance during the Bicentennial Era, when visitors from home and abroad will be looking for places to see. Discourage over-commercialism or misrepresentation of historical facts.

16. Contact local ecology groups and offer assistance in spreading the word about preservation of the environment, both natural and man-made. Many of these groups are new and open to support and suggestions.

Youth Programs

Service groups such as the Girl Scouts, YMCA, 4-H and church and school service clubs can offer "youth power" in terms of many hours of volunteer time. They are also fertile ground for preservation projects; contact the local sponsors. Set up youth committees to coordinate activities for the Bicentennial.

1. Organize junior affiliations of historical and preservation organizations. This young group might develop new programs for other young people. If a youth group already exists, offer your support. Consult with young people when organizing tours for youth.

2. Consult with local schools about their plans for the Bicentennial and offer assistance when appropriate. Urban studies courses are being added to many school curricula; offer to serve as a local resource. Lobby for the inclusion of preservation in the curriculum if it is not already there. Discuss program plans with humanities and social studies supervisors and suggest where preservation programs might be relevant.

3. Encourage and sponsor school assemblies and art, writing and speech contests, with the Bicentennial as the theme.

4. Donate to the public library (or school library) a collection of children's books on preservation. The librarian can supply you with suggestions for your purchases.
5. Involve young people with fund-raising drives for preservation projects.
6. Encourage youth to join in clean-up and gardening campaigns at historic properties.
7. Dedicate a part of your Bicentennial celebration to the young, and involve them in all aspects of the activity, from planning to final event.
8. Sponsor camping trips emphasizing conservation and ecology as well as field trips to historic areas.

Support Contacts for Local Bicentennial Programs

Architects, landscape architects
Automobiles Association of America
Business and industry groups
Chambers of Commerce
Church Groups
Civic, patriotic, fraternal and service groups
County and state fairs
Garden clubs
Historians
Jaycees
Junior Leagues
Labor organizations
Libraries
Museums of science, history and natural history
Park and art commissions
Planners
Preservation officers of the American Institute of Architects
PTA
Schools, colleges and universities
Sports clubs
State and local historical societies
State and local tourist and convention bureaus
Teachers
Urban planners
Women's clubs
Youth groups